Science in **Plain English**

**The Project:**

-Design a *Plain English* video from topics covered throughout the semester.

**The Assignment:**

**1.** First you will want to familiarize yourself with what a *Plain English* video actually is. Videos in *Plain English* offer simple explanations of complex concepts. Often accompanying these explanations are simple illustrations so that the average watcher can follow along. Common Craft is a company that prides itself for its excellent creations of these *Plain English* videos. Take a look at several of their videos found on their website below:

<http://www.commoncraft.com/>

I also highly encourage you to take a look at my *Plain English* video on youtube.com by following the link below:

<http://www.youtube.com/watch?v=-c64iSWgOPs>

**2.** Next you work with one other classmate and choose a topic to create your own *Plain English* video on. You and 1 partner can choose from the list below:

-Cell Cycle -Cellular Respiration -Photosynthesis

-DNA Replication -Any Body System -Evolution

-Cellular Transport -Population Growth -Other (approval needed)

\*You may not create a video on transcription and translation.

**3.** You will create a video which illustrates your chosen topic in *Plain English*. Obviously, some of the topics are very broad which means you can take any direction you so choose with this. I encourage you to be as creative as possible. You must have at least 10 slides or separate illustrations in your final product. Please refer to the rubric for specific guidelines. You must include at least 10 specific characteristics/steps of your topic in your video. The following are examples of specific characteristics/steps:

-Amylase begins chemical breakdown of starch in the mouth (Digestion)

-Chromosomes line up along the equator of the cell during metaphase

-DNA Polymerase synthesizes new DNA at the 3’ (explain what a 3’ end is prior to explaining this in your video)

If your topic has a beginning and an end such as one of the cycles or the path of food through the digestive system, you must complete your video demonstrating this whole process. Your video must be no shorter than 3 minutes and no longer than 6 minutes in length. Keep in mind that your video will also be assessed based on accuracy. Points will be deducted for wrong information.

If you do not have video editing software you can download Windows Movie Maker for free by following the link below:

<http://explore.live.com/windows-live-movie-maker?os=other>

The use of sound/music in your video is optional.

You are allowed to change your topic at any time.

Remember, your end product must be explanation! The majority of your final grade will come from the overall effectiveness of your explanation.

Refer to the rubric for specific guidelines!

**4.** Show your video to class! On the assigned date we will watch each group’s video in class. You will have a chance to judge your classmates videos. Please refer to the *Plain English Best in Class* for details on what you will be assessed on. 10 points of extra credit will be assigned to the video with the highest rating.

**Note:** If you do not have access to video editing software, a computer at home, or a video recording device please see me immediately. You will take an alternate route with this project. Instead of creating a video you will create a presentation to give to the class. Your presentation must follow the same guidelines as the videos. You will create a presentation in *Plain English* using the white board, paper, a flipbook, or other images. You presentation cannot be any shorter than 3 minutes and no longer than 6 minutes so practice your presentations!